

Creating an Environment in which Youth are Encouraged to Eat a Healthier Diet

(Journal of Public Policy & Marketing; Fall 2007)

Marvin E. Goldberg, Ph.D.
Bard Professor of Marketing
Penn State University

Kunter Gunasti
Ph.D. Student
Penn State University

Upstream--Midstream--Downstream

- Wallach's (1993) parable

Upstream--Midstream--Downstream

- ☐ Wallach's parable
 - ☐ The Food Marketing Chain
 - Downstream
 - ☐ Parents
 - ☐ Children
-

Upstream--Midstream--Downstream

- ☐ Wallach's parable
 - ☐ The Food Marketing Chain
 - Downstream
 - ☐ Parents
 - ☐ Children
 - Mid-stream
 - ☐ Food Processing Firms
 - ☐ Produce Growers
 - ☐ NGO's
-

Upstream--Midstream--Downstream

- ☐ Wallach's parable
 - ☐ The Food Marketing Chain
 - Downstream
 - ☐ Parents
 - ☐ Children
 - Mid-stream
 - ☐ Food Processing Firms
 - ☐ Produce Growers
 - ☐ NGO's
 - Upstream
 - ☐ Government
-

Marketing's 4 P's

- ☐ Product
 - ☐ Price
 - ☐ Promotion
 - ☐ Place
-

Product

- Taste (vs. nutrition)
 - Packaging
 - Kids and packaging/sliced fruit
 - National Labeling and Education Act (NLEA)
 - Consumers as “cognitive misers”
 - Pepsi’s “SmartSpot”
 - 100 calorie package
-

Price

- Price Elasticities
 - Structure of the food industry
 - Relative costs of lower/higher density foods
 - subsidies
 - efficiencies of scale
 - barriers to entry
-

Promotion

- ☐ Advertising to kids
 - Achieving a balance
 - ☐ Regulatory/voluntary restrictions
 - ☐ Messages for healthier foods/eating
-

Place: end points in the food channel

- ❑ Supermarkets vs. convenience stores
 - Relative availability of F&V
 - Branding (“Fruits & Veggies...More Matters”)
 - ❑ Restaurants
 - Healthier offerings
 - Promotion of offerings
 - Portion size
 - ❑ Schools: 4 P’s
-

Schools: 4 P's

☐ Product

- Increasing availability of F&V.
- Improving quality/taste

☐ Price (sensitivity to lowered prices)

- Fruit in cafeterias
- Low fat snacks in vending machines

☐ Promotion

- Food pyramid: necessary but not sufficient
 - Media literacy: a relatively new approach
-

Setting Priorities

- ☐ 1. Opportunity
 - ☐ 2. Motivation
 - ☐ 3. Ability
-

Setting Priorities: Motivation/Ability/Opportunity

- ☐ 1. Opportunity
 - ☒ Availability/access to healthier foods
 - ☐ low income areas
 - ☐ School meals

Motivation/Ability/Opportunity: Setting Priorities

- 1. Opportunity
 - Availability/access to healthier foods
 - low income areas
 - School meals
 - 2. Motivation
 - Creating the desire to choose healthier options
 - key benefits:
 - “fun” for kids;
 - convenience for adults
-

Motivation/Ability/Opportunity: Setting Priorities

- ☐ 1. Opportunity
 - Availability/access to healthier foods
 - ☐ low income areas
 - ☐ School meals
 - ☐ 2. Motivation
 - ☐ Creating the desire to choose healthier options
 - key benefits:
 - “fun” for kids; convenience for adults
 - ☐ 3. Ability
 - ☐ Money
 - ☐ Time
 - ☐ Product knowledge
-